



HEARD-CRAIG

CENTER *for the* ARTS

Promotional Grant Request

December 14, 2016

Heard-Craig Board

Introduction



McKinney Convention and Visitors Bureau considers the Heard-Craig Center for the Arts one of its FEATURED downtown MCKINNEY ATTRACTIONS in which to host an event

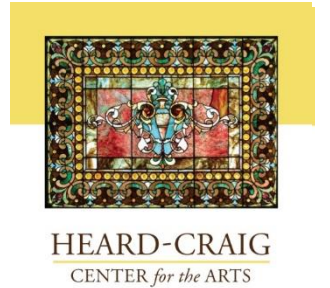
2016 Introduction of *Art Meets Floral*



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Art Meets Floral



What: Design Showcase - - Event and Competition

When: Last week in April

Who: Paintings by a variety of artists are selected by Florists who use their design skills to “interpret” the painting, merging two successful art forms.

Where: Hosted at 205 W Hunt Street (behind the Visitors and Convention Bureau offices)

Art Meets Floral



2016



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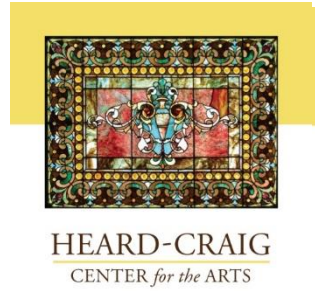
Art Meets Floral



People's Choice Award

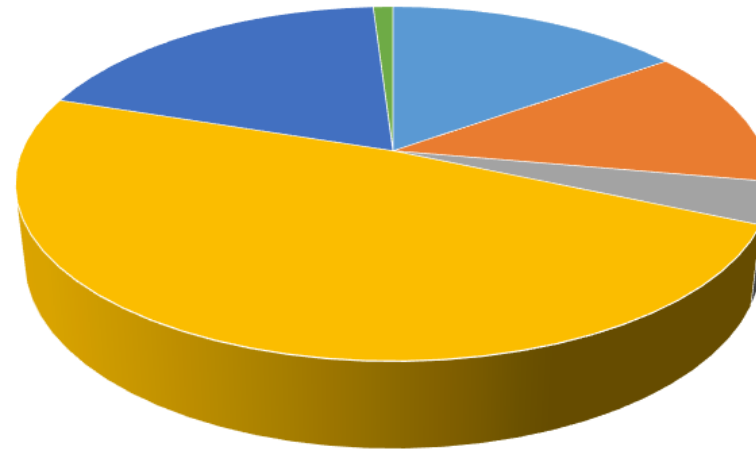
2016 Award went to **FRANKLINS FLOWERS** for their sepia floral interpretation of Frank Klepper's *Boats on Whiterock Lake*

Art Meets Floral Advertising Budget



Projected Total:
\$5,420

Projected Budget for Art Meets Floral



- Community Impact Ad
- Marketing Cards
- Texas Travel Magazine 2 page spread
- Posters for downtown
- KLAK Radio Promo (8 wks)
- One Day, In-Person, downtown Flyer handouts

73% for spots and streaming commercials; 29% for advertising across Texas to targeted audience.

Art Meets Floral Advertising Budget

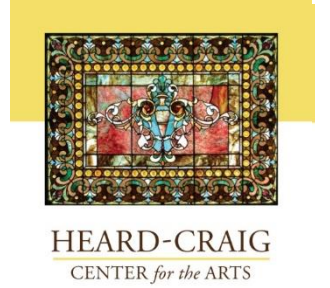


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Downtown McKinney Website	KLAK morning spots	On-Line magazines McKinney and surrounding areas	Social Media blitzes
FREE (Grandfathered)	FREE	FREE	FREE

Pairing free advertising with other advertising

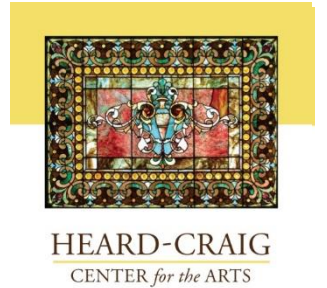
Art Meets Floral – First Year Data



- Number of Visitors: 100
- Revenue from Visitors at \$10* per person: \$1,000
- Expenses:
 - Floral arrangements were donated.
 - Event was held during ARTS IN BLOOM in April.
 - First year advertising was only through social media word of mouth, and small marketing cards.

*Bouquets in Art (San Francisco) charges \$25 per person with Senior and Youth discounts for a similar event. Under 12 are FREE.

Art Meets Floral – Second Year Projections



- Projected Revenue from Visitors (at \$5.00 per person): \$5,500
 - \$5.00 entrance fee/800 people visiting over 4 weekdays and 300 people on Saturday
 - Open for one week

Plan is to **decrease the entrance fee (to increase attendance)** so that FIVE TIMES as many people come through in 2017.

- Projected Floral Expenses: Donated with Advertising rights
- Projected Advertising: \$5,240
- Projected revenue for surrounding restaurants: \$88,000
 - Assumption that people will come to the event with at least one friend. The average restaurant meal for 2 people in McKinney is \$40. Projected attendance of 1100 times \$40 = \$88,000 restaurant revenue

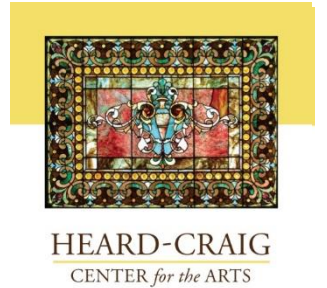


Promotional Request



- Funding request is to advertise the event. Ad will be placed in the Community Impact magazine which goes to all McKinney households. Advertisement (via on-line magazines) will go to surrounding cities to draw out-of-McKinney business.
- We will match funds to increase awareness of the event.

Promotional Request Aligned with MCDC requirements



- This Event supports the UNIQUE BY NATURE brand for the City.
- This event assists the promotion of businesses in the City (e.g. floral companies that have been serving the City for many years).
- The People's Choice Award encourages public engagement, which is one of the top ways to promote a City.
- Helps to start a conversation about the interesting aspects of the art, the arrangements, and the tie in to City art.
- The event will be held in a sustained Tourist Attraction (46 years since being opened to the public) with city history.
- Visitors Bureau linkages with hotels in the City to promote the event as an attraction for their guests.



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We appreciate your consideration to promote ***ART MEETS FLORAL*** as a unique event for tourism in the City of McKinney.

If questions, please contact us.

972-569-6909